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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/775,115	02/01/2001	Johnny B. Corvin	UV-179	8786

1473 7590 05/16/2006

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EXAMINER

SHEPARD, JUSTIN E

ART UNIT PAPER NUMBER

2623

DATE MAILED: 05/16/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	09/775,115	CORVIN, JOHNNY B.	
	<b>Examiner</b>	<b>Art Unit</b>	
	Justin E. Shepard	2623	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) ☒ Responsive to communication(s) filed on 02 August 2005.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) ☒ Claim(s) 14-16 and 40-48 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 14-16 and 40-48 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- \* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)                        | 4) <input type="checkbox"/> Interview Summary (PTO-413)                     |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)               | Paper No(s)/Mail Date. _____  |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| Paper No(s)/Mail Date <u>12/10/01, 1/12/04</u> .   | 6) <input type="checkbox"/> Other: _____                                    |

### **DETAILED ACTION**

Michael Shannon has left the office and therefore I will be handling this application for the remainder of the prosecution.

#### ***Response to Arguments***

Applicant's arguments with respect to the claims have been considered but are moot in view of the new ground(s) of rejection.

#### ***Claim Rejections - 35 USC § 103***

1. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. Claims 14-16, and 40-48 are rejected under 35 U.S.C. 103(a) as being unpatentable over Zigmond et al (USP 6,698,020) in view of Nagasaka (USP 5,818,439).

Regarding claims 14, 40, 43, and 46, the Zigmond reference teaches all of that which is discussed with regards to the "method of presenting a forced advertisement to a television viewer" as follows:

- The claimed step of "detecting the forced advertisement in an incoming video stream" is met by the delivery of the program stream and the targeted advertisements and the subsequent detection of a triggering

event in the program stream to trigger the display of the targeted ad [col. 7, lines 2-32].

- The claimed step of “displaying the forced advertisement” is met by the ability to display the targeted advertisement to the viewer via display device 58 [col. 7, lines 30-32].
- The claimed step of “in response to the television viewer turning off and on user equipment on which the forced advertisement was being presented, presenting the forced advertisement from the beginning of the forced advertisement or recommencing the forced advertisement from the point at which the user equipment was turned off” is met by the discussion of eliminating “aggressive channel surfers” [col. 13, lines 16-39]. Here Zigmond teaches recommencing an advertisement on a channel change (thereby forcing the viewer to view the entire commercial no matter how many times the channel is changed).

While Zigmond does teach the ability to change channels and recommence a commercial until it has been significantly viewed by the subscriber, he does not teach turning off the television and starting the advertisement from the beginning once the television is turned back on.

The Nagasaka reference teaches, in an analogous art, a system wherein a set top box stores information of the last place a video played before the STB was turned off, and gives the user the option of resuming the video at the same place once the STB is turned back on (column 14, lines 21-26).

At the time of the invention it would have been obvious for one of ordinary skill in the art to use the video resuming taught by Nagasaka in the system disclosed by Zigmond. The motivation would have been that Zigmond discloses a system wherein the user is forced to view the advertisement regardless of the channel that the user tunes to; therefore adding the resuming feature would enable the system to force the user to view the commercial even if the STB was turned off, which would mean that the advertiser would be certain that their advertisement was viewed by the user.

Regarding claims 15, 41, 44, and 47, the Zigmond reference further meets the claimed step of "preventing the television viewer from changing channels during playing of the forced advertisement." Column 13, lines 16-39 disclose a way of curbing "aggressive channel surfing" which forces the users to view commercials in their entirety and does not allow the switching of channels to other programs before the commercial is fully viewed.

Regarding claims 16, 42, 45, and 48, the Zigmond reference further meets the claim that the "forced advertisement is stored in the user equipment". Column 8, lines 3-7 discuss the use of a local repository for storing targeted advertisements at the user device.

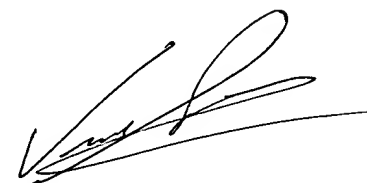
### ***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Justin E. Shepard whose telephone number is (571) 272-5967. The examiner can normally be reached on 7:30-5 M-F.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Chris Grant can be reached on (571) 272-7294. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

JS



VIVEK SRIVASTAVA  
PRIMARY EXAMINER